



Audit Bureau  
of Circulations

# ELLE

For the six months ended December 31, 2007

**Field Served:** ELLE reports on emerging trends in fashion, beauty, and style. It surrounds a visual core with features, plus news and analysis of the larger world readers inhabit. Everything from culture, health, and politics, to the art and science of relationships.

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ELLE

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	656,423	62.2			
Digital	1,387	0.1			
<b>Total Paid Subscriptions</b>	<b>657,810</b>	<b>62.3</b>			
Verified	45,317	4.3			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>703,127</b>	<b>66.6</b>			
Single Copy Sales	351,900	33.4			
<b>Total Paid &amp; Verified Circulation</b>	<b>1,055,027</b>	<b>100.0</b>	<b>1,000,000</b>	<b>55,027</b>	<b>5.5</b>

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.16		
Subscription	\$15.00		
Average Subscription Price Annualized (12 issue frequency)		\$13.68	
Average Subscription Price per Copy		\$1.14	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2007.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	650,858	62,441	713,299	330,400	1,043,699
Aug.	653,080	47,724	700,804	401,000	1,101,804
Sept.	658,651	40,437	699,088	413,000	1,112,088
Oct.	654,589	40,363	694,952	365,000	1,059,952
Nov.	671,206	40,326	711,532	297,000	1,008,532
Dec.	658,472	40,613	699,085	305,000	1,004,085

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine  
Publisher's Statement

For six months ended December 31, 2007

## 5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	779,712	76.3	781,745	73.7	744,855	70.6	642,274	60.7	654,701	61.5
Verified	N/A		N/A		N/A		74,379	7.1	56,061	5.3
<b>Total Paid &amp; Verified Subscriptions</b>	<b>779,712</b>	<b>76.3</b>	<b>781,745</b>	<b>73.7</b>	<b>744,855</b>	<b>70.6</b>	<b>716,653</b>	<b>67.8</b>	<b>710,762</b>	<b>66.8</b>
Single Copy Sales	242,775	23.7	278,833	26.3	309,592	29.4	341,091	32.2	353,116	33.2
<b>Total Paid &amp; Verified Circulation</b>	<b>1,022,487</b>	<b>100.0</b>	<b>1,060,578</b>	<b>100.0</b>	<b>1,054,447</b>	<b>100.0</b>	<b>1,057,744</b>	<b>100.0</b>	<b>1,063,878</b>	<b>100.0</b>
Year Over Year Percent of Change		2.7		3.7		-0.6		0.3		0.6
Avg. Annualized Subscription Price	\$23.16		\$21.72		\$19.80		\$20.28		\$13.68	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Average for Period	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	554,885	1,387	556,272	52.7
Combination Subscriptions*	524		524	0.0
Loyalty/Award Point*	69,026		69,026	6.6
Partnership:				
Deductible*	21,495		21,495	2.0
Sponsored Sales	10,493		10,493	1.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>656,423</b>	<b>1,387</b>	<b>657,810</b>	<b>62.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	40,000		40,000	3.8
Individual Use (See Par. 6B)	5,317		5,317	0.5
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>45,317</b>		<b>45,317</b>	<b>4.3</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>701,740</b>	<b>1,387</b>	<b>703,127</b>	<b>66.6</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	351,900		351,900	33.4
<b>TOTAL SINGLE COPY SALES</b>	<b>351,900</b>		<b>351,900</b>	<b>33.4</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>1,053,640</b>	<b>1,387</b>	<b>1,055,027</b>	<b>100.0</b>

\*Included in Average Price calculation

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/Health			Total Public Place Copies
	Personal Care Salons	Care Providers	Other	
Public Place	31,644	6,998	1,358	40,000

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	5,317		5,317

## 7. GEOGRAPHIC DATA for the September, 2007 issue

Total paid & verified circulation of this issue was 5.4% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	8,328	4	8,332	1,893	10,225
Arizona	11,645	952	12,597	7,590	20,187
Arkansas	4,594	4	4,598	1,124	5,722
California	97,527	9,123	106,650	50,219	156,869
Colorado	10,110	337	10,447	5,811	16,258
Connecticut	9,476	574	10,050	4,344	14,394
Delaware	1,654	127	1,781	1,170	2,951
District of Columbia	2,454	253	2,707	1,677	4,384
Florida	42,307	1,876	44,183	22,057	66,240
Georgia	18,150	1,255	19,405	7,531	26,936
Idaho	1,886	6	1,892	1,093	2,985
Illinois	27,906	2,877	30,783	16,107	46,890
Indiana	11,474	264	11,738	4,621	16,359
Iowa	4,457	5	4,462	1,627	6,089
Kansas	5,234	18	5,252	1,504	6,756
Kentucky	7,120	5	7,125	2,132	9,257
Louisiana	8,644	57	8,701	2,720	11,421
Maine	2,374	5	2,379	1,554	3,933
Maryland	12,015	1,120	13,135	7,502	20,637
Massachusetts	15,508	1,885	17,393	10,079	27,472
Michigan	18,058	1,471	19,529	9,682	29,211
Minnesota	9,402	1,053	10,455	5,666	16,121
Mississippi	5,440	2	5,442	998	6,440
Missouri	11,143	342	11,485	3,606	15,091
Montana	1,581	1	1,582	691	2,273
Nebraska	2,889	4	2,893	1,048	3,941
Nevada	5,355	24	5,379	4,202	9,581
New Hampshire	2,393	278	2,671	1,613	4,284
New Jersey	22,316	3,038	25,354	15,905	41,259
New Mexico	3,516	4	3,520	1,349	4,869
New York	69,976	4,701	74,677	32,425	107,102
North Carolina	17,433	191	17,624	6,284	23,908
North Dakota	975	2	977	389	1,366
Ohio	21,105	797	21,902	8,575	30,477
Oklahoma	5,965	6	5,971	1,656	7,627
Oregon	5,860	96	5,956	3,544	9,500
Pennsylvania	25,501	1,624	27,125	37,946	65,071
Rhode Island	2,676	10	2,686	1,356	4,042
South Carolina	7,772	11	7,783	2,849	10,632
South Dakota	1,309	2	1,311	295	1,606
Tennessee	11,333	77	11,410	4,608	16,018
Texas	42,566	3,831	46,397	16,342	62,739

  

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	3,776	5	3,781	2,252	6,033
Vermont	1,219	4	1,223	642	1,865
Virginia	16,765	795	17,560	8,612	26,172
Washington	13,186	1,245	14,431	7,365	21,796
West Virginia	2,514	13	2,527	878	3,405
Wisconsin	8,732	59	8,791	4,961	13,752
Wyoming	928	4	932	312	1,244
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>644,547</b>	<b>40,437</b>	<b>684,984</b>	<b>338,406</b>	<b>1,023,390</b>
Alaska	1,786		1,786	543	2,329
Hawaii	3,645		3,645	2,221	5,866
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>5,431</b>		<b>5,431</b>	<b>2,764</b>	<b>8,195</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>649,978</b>	<b>40,437</b>	<b>690,415</b>	<b>341,170</b>	<b>1,031,585</b>
Poss. & Other Areas	2,263		2,263	2,282	4,545
<b>U.S. &amp; POSS., etc.</b>	<b>652,241</b>	<b>40,437</b>	<b>692,678</b>	<b>343,452</b>	<b>1,036,130</b>
<b>CANADA</b>					
Alberta	468		468	4,295	4,763
British Columbia	417		417	6,527	6,944
Manitoba	136		136	1,118	1,254
New Brunswick	29		29	419	448
Newfoundland/Labrador	4		4	206	210
Northwest Territories	3		3	30	33
Nova Scotia	38		38	489	527
Nunavut				2	2
Ontario	1,098		1,098	10,665	11,763
Prince Edward Island	7		7	55	62
Quebec	259		259	5,064	5,323
Saskatchewan	149		149	825	974
Yukon Territory				21	21
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>2,608</b>		<b>2,608</b>	<b>29,716</b>	<b>32,324</b>
International	3,105		3,105	38,574	41,679
Other Unclassified					
Military or Civilian					
Personnel Overseas	697		697	1,258	1,955
<b>GRAND TOTAL</b>	<b>658,651</b>	<b>40,437</b>	<b>699,088</b>	<b>413,000</b>	<b>1,112,088</b>

## ANALYSIS BY ABCD COUNTY SIZE for the September, 2007 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	540,542	52.8	132
B	30	288,076	28.1	94
C	15	114,205	11.2	75
D	15	80,567	7.9	53

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	52	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	318,922	84.0
(b) Seven to eleven months (7 to 11 issues).....	300	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	42,980	11.3
(c) Twelve months (12 issues).....	294,394	77.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	17,930	4.7
(d) Thirteen to twenty-four months.....	72,915	19.2	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	12,171	3.2	Total Subscriptions Sold in Period.....	379,832	100.0
Total Subscriptions Sold in Period.....	379,832	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	379,832	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	379,832	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$5.16. Subscriptions: U.S., 2 yrs. \$30.00; 3 yrs. \$45.00. Canada and International, 1 yr. \$48.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 35,385 copies per issue.
- (c) Post expiration copies: None.
- (d) 64 subscriptions sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Price |
|-------------------------|--------------------|-------------------|----------------------|------------------------|
| Various (2)             | 19                 | various           | \$15.00              | various                |
| Various (3)             |                    | various           | \$21.00              | various                |
| Various (2)             | 45                 | various           | \$25.00              | various                |
| Various (3)             |                    | various           | \$30.00              | various                |
- (e) Loyalty/Award Point Subscription Sales: The average of 69,026 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:  
An average of 64,360 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for \$11.79, in exchange for the redemption of 393 to 1,179 points at the rate of \$0.01 to \$0.03 per mile.  
An average of 4,666 copies per issue represents copies purchased through the redemption of loyalty points valued at \$1.00 per point.
- (f) Partnership Subscription Sales (Deductible): The average of 21,495 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in partnership relationships wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$9.99 to \$24.00 of the sales price was allocated for a 1 year subscription to this publication.
- (g) Sponsored Subscription Sales: The average of 10,493 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2006; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-06	1,000,000	1,058,053	1,057,744	309	0.0
12-31-05	1,000,000	1,055,134	1,054,447	687	0.1
12-31-04	1,000,000	1,062,242	1,060,578	1,664	0.2
12-31-03	(a)	1,024,576	1,022,487	2,089	0.2
12-31-02	950,000	991,253	995,183	-3,930	-0.4

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 02/01/03 changed from 950,000 to 1,000,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Hachette Filipacchi Media U.S., Inc.

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THOMAS J. MASTERSON

CAROL SMITH

Date Signed: January 28, 2008

SVP, Consumer Marketing

SVP, Group Publishing Director

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.16
	Association Subscription Price	
	U.S. Subscription Price	15.00
	Canadian Subscription Price	48.00
	International Subscription Price	48.00